

# TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LaSalle Bank National Association		09/28/2007	UNINC. ASSOCIATION:
RECEIVING PARTY DATA			
Name:	Old World Industries, Inc.		
Street Address:	4065 Commercial Avenue		
City:	Northbrook		
State/Country:	ILLINOIS		
Postal Code:	66062		
Entity Type:	CORPORATION:		
Name:	Splitfire International Inc.		
Street Address:	4065 Commercial Avenue		
City:	Northbrook		
State/Country:	ILLINOIS		
Postal Code:	60062		
Entity Type:	CORPORATION:		
Name:	Old World Direct Marketing, Inc.		
Street Address:	4065 Commercial Avenue		
City:	Northbrook		
State/Country:	ILLINOIS		
Postal Code:	60062		
Entity Type:	CORPORATION:		
Name:	Old World Management, Inc.		
Street Address:	4065 Commercial Avenue		
City:	Northbrook		
State/Country:	ILLINOIS		
Postal Code:	60062		

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TRADEMARK  
REEL: 003657 FRAME: 0259

Entity Type:	CORPORATION:
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Name:	Old World Equity, Inc.
Street Address:	4065 Commercial Avenue
City:	Northbrook
State/Country:	ILLINOIS
Postal Code:	60062
Entity Type:	CORPORATION:

Name:	Zonker Brothers Packaging, L.P.
Street Address:	4065 Commercial Avenue
City:	Northbrook
State/Country:	ILLINOIS
Postal Code:	60062
Entity Type:	LIMITED LIABILITY COMPANY:

Name:	Old World Transportation, Ltd.
Street Address:	4065 Commercial Avenue
City:	Northbrook
State/Country:	ILLINOIS
Postal Code:	60062
Entity Type:	LIMITED PARTNERSHIP:

PROPERTY NUMBERS Total: 63

Property Type	Number	Word Mark
Registration Number:	2390630	24-7AUTOPARTS.COM
Registration Number:	2422900	24-7 AUTOPARTS.COM
Registration Number:	1735901	ADVANCE
Registration Number:	1377773	ADVANCE
Registration Number:	2765859	ALL WEATHER
Registration Number:	1700058	ALL WEATHER
Registration Number:	1700059	ALL WEATHER
Registration Number:	2798514	ARCTIC
Registration Number:	2885685	DUAL-MAG
Registration Number:	2825636	EUROPEAK
Registration Number:	2014433	FINAL CHARGE
Registration Number:	1824002	FLEET CHARGE
Registration Number:	1728756	FULL FORCE

Registration Number:	1400821	FULL FORCE
Registration Number:	2164390	HARD DRIVER
Registration Number:	2204281	HARD DRIVER
Registration Number:	2615658	HERCULINER
Registration Number:	2421309	
Registration Number:	1866650	MAXIMUM EVERYTHING. EXCEPT THE PRICE.
Registration Number:	2853214	MAXPOWER
Registration Number:	2664541	MAX-VISION
Registration Number:	2586281	METRO
Registration Number:	2171683	PEAK
Registration Number:	1154334	PEAK
Registration Number:	2893061	PEAK
Registration Number:	1139332	PEAK
Registration Number:	0759028	PEAK
Registration Number:	1745389	PEAK
Registration Number:	1140133	PEAK
Registration Number:	2239194	PEAK
Registration Number:	1055889	PEAK
Registration Number:	2175420	PEAK
Registration Number:	2126039	PEAK
Registration Number:	1651774	PEAK
Registration Number:	2847418	PEAK
Registration Number:	2831657	PEAK
Registration Number:	2175421	PEAK
Registration Number:	2139440	PEAK
Registration Number:	1074355	PEAK ANTIFREEZE & COOLANT YEAR-ROUND PROTECTION
Registration Number:	2893059	PEAK GLOBAL
Registration Number:	2897028	PEAK PERFORMANCE PRODUCTS
Registration Number:	2100052	PERFORMANCE V
Registration Number:	2814712	PERFORMANCE V
Registration Number:	2678881	POLAR GUARD
Registration Number:	2202322	READY USE
Registration Number:	1692242	SIERRA
Registration Number:	2092101	SPLITFIRE

Registration Number:	1688754	SPLITFIRE
Registration Number:	1981296	SPLITFIRE
Registration Number:	2707718	STEREOTALK
Registration Number:	2757153	TELLIGENCE TECHNOLOGIES
Registration Number:	2725664	THE SCIENCE OF DEICING
Registration Number:	1353515	TOP OFF
Registration Number:	2092247	ULTRA MELT
Serial Number:	76256523	ALL WEATHER
Serial Number:	76568551	ANY MAKE. ANY MODEL. ANY TIME.
Serial Number:	76563087	BIG SPARK
Serial Number:	76103753	
Serial Number:	76616621	FLUSH IT, FILL IT, FORGET IT!
Serial Number:	76599434	LIFETIME
Serial Number:	76592965	PEAK
Serial Number:	76553494	PEAK PERFORMANCE PRODUCTS
Serial Number:	76566101	SPLITFIRE

#### CORRESPONDENCE DATA

Fax Number: (713)222-3291

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Email: constance.rhebergen@bgllp.com

Correspondent Name: Constance Gall Rhebergen

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Address Line 4: Houston, TEXAS 77002-2770

ATTORNEY DOCKET NUMBER:	064228.000023
NAME OF SUBMITTER:	Constance Gall Rhebergen
Signature:	/Constance Gall Rhebergen/
Date:	11/08/2007

#### Total Attachments: 6

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## RELEASE OF TRADEMARK SECURITY AGREEMENT

This Release of Trademark Security Agreement dated as of September 28, 2007 ("Release"), is made by LaSalle Bank National Association, in its capacity as agent (in such capacity, the "Agent") under the Amended and Restated Credit Agreement dated as of June 29, 2005, among Old World Industries, Inc., an Illinois corporation ("Old World"), the other credit parties party thereto, the lenders from time to time party thereto, and the Agent, in favor of Old World, Splitfire International Inc., an Illinois corporation, Old World Direct Marketing, Inc., an Illinois corporation, Old World Management, Inc., an Illinois corporation, Old World Equity, Inc., an Illinois corporation, Zonker Brothers Packaging, L.P., a Texas limited partnership and Old World Transportation, Ltd., a Texas limited partnership (collectively, the "Debtors").

### RECITALS

WHEREAS, the Agent and Debtors previously entered into that certain Amended and Restated Trademark Security Agreement dated as of June 29, 2005, recorded in the United States Patent and Trademark Office on August 19, 2005 at Reel 003176, Frame 0322 (the "Security Agreement"), pursuant to which the Agent purportedly owns a security interest in, among other things, Debtors' Trademark Collateral (as defined in the Security Agreement), including those Trademarks of the Debtors associated with such Security Agreement that are listed in the attached Exhibit A.

WHEREAS, the Agent desires to release its security interest in the Trademarks listed in the attached Exhibit A.


**NOW, THEREFORE**, subject to the terms, conditions, covenants and provisions of this Release, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto, intending to be legally bound, agree as follows:

### RELEASE

The Agent hereby releases all liens, security interests, assignments, and other interests of Agent in the Trademark Collateral (as defined in the Security Agreement), including, without limitation, the security interest in those Trademarks of the Debtor listed in Exhibit A, which is attached hereto.

[Signature Page Follows]

LaSalle Bank National Association  
as Agent

  
Name: Patrick R. Kellen  
Title: FVP

**EXHIBIT A**  
**TRADEMARKS**

See Attached.

Schedule 1

Trademarks

No.	TRADEMARKS	SERIAL NO.	REGISTRATION NO.
1.	24-7 AUTOPARTS.COM	75/749619	2390630
2.	24-7 AUTOPARTS.COM and Design	75/749619	2422900
3.	ADVANCE	74/184078	1735901
4.	ADVANCE and Design	540880	1377773
5.	ALL WEATHER	76/256523	
6.	ALL WEATHER	76/256523	2765859
7.	ALL WEATHER	74/182608	1700058
8.	ALL WEATHER and Design	74/184079	1700059
9.	ANY MAKE, ANY MODEL, ANY TIME	76/568551	
10.	ARCTIC	76/300545	2798514
11.	BIG SPARK	76/563087	
12.	COLOR PINK	76/103753	
13.	DUAL-MAG	76/459422	2885685
14.	EUROPEAK	76/227008	2825636
15.	FINAL CHARGE	74/633932	2014433
16.	FLEET CHARGE	74/227822	1824002
17.	FLUSH IT, FILL IT, FORGET IT!	76/616621	
18.	FULL FORCE	74/184080	1728756
19.	FULL FORCE and Design	573731	1400821
20.	HARD DRIVER	75/059303	2164390
21.	HARD DRIVER and Design	75/128265	2204281
22.	HERCULINER	75/607886	2615658
23.	HERCULINER LOGO	75/906106	2421309



No.	TRADEMARKS	SERIAL NO.	REGISTRATION NO.
24.	LIFETIME	76/599434	
25.	MAXIMUM EVERYTHING EXCEPT THE PRICE	74/457516	1866650
26.	MAXPOWER	76/528854	2853214
27.	MAX-VISION	76/327416	2664541
28.	METRO	76/074488	2586281
29.	PEAK	75/103688	2171683
30.	PEAK	73/199620	1154334
31.	PEAK	76/571201	2893061
32.	PEAK	192020	1139332
33.	PEAK	72/162005	759028
34.	PEAK	74/116491	1745389
35.	PEAK	73/192018	1140133
36.	PEAK	75/103469	2239194
37.	PEAK	73/088713	1055889
38.	PEAK	75/103689	2175420
39.	PEAK	74/729762	2126039
40.	PEAK	74/078536	1651774
41.	PEAK	76/553768	2847418
42.	PEAK and Design	76/511292	2831657
43.	PEAK and Design	76/592965	
44.	PEAK and Design	75/103813	2175421
45.	PEAK and Design	74/729763	2139440
46.	PEAK Antifreeze and Coolant year-round protection	73/097666	1074355
47.	PEAK GLOBAL	76/568550	2893059
48.	PEAK PERFORMANCE PRODUCTS and Design	76/553494	
49.	PEAK PERFORMANCE PRODUCTS and Design	76/571202	2897028

No.	TRADEMARKS	SERIAL NO.	REGISTRATION NO.
50.	PERFORMANCE V	75/005704	2100052
51.	PERFORMANCE V Design	76/491702	2814712
52.	POLAR GUARD	76/247004	2678881
53.	READY USE	75/002905	2202322
54.	SIERRA	74/013109	1692242
55.	SPLITFIRE	76/566101	
56.	SPLITFIRE	75/049448	2092101
57.	SPLITFIRE	74/173414	1688754
58.	SPLITFIRE	74/802345	1981296
59.	STEREOTALK	76/238808	2707718
60.	TELLIGENCE TECHNOLOGIES	76/345770	2757153
61.	THE SCIENCE OF DEICING	76/343060	2725664
62.	TOP OFF	73/501815	1353515
63.	ULTRA MELT	75/103137	2092247